

IN THE CLAIMS:

Please amend claims 1, 2 and 8. The status of the application is as follows:

1. (Currently Amended) A liquid crystal display device comprising:

a liquid crystal panel;

a light source for emitting light to be incident on said liquid crystal panel;

a synchronizing unit for synchronizing control of turning on said light source

with data scanning based on image data to be displayed on said liquid crystal panel in each a predetermined period;

a data scanning unit for ~~performing~~ scanning a plurality of times of first-half data scanings, and a plurality of times of consecutive second-half data scanings following said first-half data scanings within each the predetermined period; and

a control unit for turning on said light source ~~between corresponding timings~~ after a scanning of the plurality of after the first-half data scanings ~~begins~~ begin and turning off said light source before a scanning of the plurality of the second-half data scanings ~~ends~~ end.

2. (Currently Amended) The liquid crystal display device of claim 1,

wherein

~~the corresponding timing is a substantially intermediate time point in the~~ respective beginning scanings said light source is turned on at substantially an intermediate

time point of a first of said plurality of first-half data scannings and turned off at substantially an intermediate time point of a first of said plurality of second-half data scannings.

3. (Previously Presented) The liquid crystal display device of claim 1,
wherein

a voltage applied to said liquid crystal panel in the first-half data scannings and
a voltage applied to said liquid crystal panel in the second-half data scannings are equal in
magnitude and opposite in polarity.

4. (Previously Presented) The liquid crystal display device of claim 1,
wherein

a darker display is obtained by the second-half data scannings compared to the
first-half data scannings.

5. (Original) The liquid crystal display device of claim 1, wherein
a brightness distribution of said light source is uneven in a data scanning
direction.

6. (Previously Presented) The liquid crystal display device of claim 5,
wherein

the brightness of said light source is lowest in a center in the data scanning direction and increases from the center toward upstream and downstream sides in the data scanning direction.

7. (Previously Presented) The liquid crystal display device of claim 5, wherein

the brightness of said light source is lowest in a center in the data scanning direction, increases from the center toward upstream and downstream sides in the data scanning direction, and is higher on the downstream side than on the upstream side.

8. (Currently Amended) A liquid crystal display device comprising:
a liquid crystal panel;
a light source for emitting light to be incident on said liquid crystal panel;
a synchronizing unit for synchronizing control of turning on said light source with data scanning based on image data to be displayed on said liquid crystal panel in each a predetermined period;

a data scanning unit for ~~performing~~ scanning a plurality of times of first-half data scanings, and a plurality of times of consecutive second-half data scanings following said first-half data scanings within each the predetermined period; and

a switching unit for switching between a first method in which said light source is turned on during a ~~scanning~~ of the plurality of first-half data scanings and is turned off

during ~~a scanning~~ of the plurality of second-half data scannings, and a second method in which said light source is turned on when ~~a scanning~~ of the plurality of first-half data scannings ~~begins~~ begin and is turned off when ~~a scanning~~ of the plurality of second-half data scannings ~~ends~~ end.

9. (Original) The liquid crystal display device of claim 1, wherein a liquid crystal material for use in said liquid crystal panel has spontaneous polarization.

10. (Original) The liquid crystal display device of claim 8, wherein a liquid crystal material for use in said liquid crystal panel has spontaneous polarization.

11. (Original) The liquid crystal display device of claim 1, wherein said light source emits light of at least three primary colors, and a color display is performed by switching the color of light emitted by said light source in a time-divided manner in synchronism with ON/OFF driving of switching elements.

12. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of at least three primary colors, and a color display is performed by switching the color of light emitted by said light source in a time-divided manner in synchronism with ON/OFF driving of switching elements.

13. (Original) The liquid crystal display device of claim 1, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.

14. (Original) The liquid crystal display device of claim 8, wherein said light source emits light of white color, and a color display is performed by selectively transmitting the light emitted from said light source through color filters of a plurality of colors.